

Message Text

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UNCLAS BELGRADE 454

E.O. 11652: NA

TAGS: BEXP YO

SUBJ: FY 77 COMMERCIAL EFFORT

REF: 75 STATE A-7369

1. AS REQUESTED REPAIR COUNTRY COMMERCIAL ACTION GROUP
JAN 22 REVIEWED PRELIMINARY FY 77 CAMPAIGN RECOMMENDATIONS.
GROUP CONCLUDED THAT COMMERCIAL EFFORT IN FY 77 SHOULD
GENERALLY CONFORM TO EARLIER SUGGESTIONS AND BE TARGETED
AS SHOWN BELOW.

2. MAJOR CAMPAIGNS AND NON-CAMPAIGN ACTIVITY IN ORDER OF
PRIORITY:

1.1 ENERGY SYSTEMS TO INCLUDE TECHNICAL SALES
SEMINAR (TSS) AND MAJOR PROJECT ACTIVITIES.

1.2 FOOD PRODUCTION AND PROCESSING MACHINERY, TO
INCLUDE COMMERCE EXHIBIT AND MAJOR PROJECT ACTIVITIES.

1.3 MAJOR PROJECT AND PROJECT OPPORTUNITIES, TO
DEVELOP UP TO 15 NEW SIGNIFICANT OPPORTUNITIES AND ASSIST
US FIRMS OBTAIN CONTRACTS IN SECTORS NOT COVERED BY OTHER
CAMPAIGNS.

1.4 AVIONICS AND GROUND SUPPORT EQUIPMENT, TO
INCLUDE TSS AND MAJOR REPORTING.

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1.5 SUPPORT US/YUGOSLAV ECONOMIC COUNCILS.

1.6 METAL WORKING AND FINISHING MACHINERY AND EQUIPMENT - UPDATE MARKET RESEARCH IN ANTICIPATION OF CAMPAIGN TO INCLUDE EXHIBIT IN FY 78.

1.7 AUTOMATED SYSTEM FOR PROMOTIONAL MAILINGS - PREPARE INPUT FOR AUTOMATED USIS AUDIENCE RETRIEVAL SYSTEM.

3. DEFERRED ACTIVITIES. POSTPONEMENT OF: PRIMARY PROMOTION OF METAL WORKING AND FINISHING MACHINERY AND EQUIPMENT; CAMPAIGN ON PAPER, WOODWORKING AND TIMBER MACHINERY AND EQUIPMENT; TRADE OPPORTUNITY DEVELOPMENT IN NON-CAMPAIGN SECTORS; PROMOTION OF PROCESS CONTROL EQUIPMENT; AND PUBLICATION OF COMMERCIAL NEWSLETTER.

4. SECTION I (OVERVIEW) TO FOLLOW BY CABLE. CAMPAIGN WORKSHEETS AND ORGANIZATIONAL CHART TO FOLLOW BY POUCH. SILBERMAN

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